

# Analysis of Social Media Effectiveness for USAJOBS.gov



Project Title	Analysis of Social Media Effectiveness for USAJOBS.gov
Project Summary	Dive into the data behind USAJOBS.gov to improve how the government communicates job announcements and hiring!
Country	United States
Agency	Office of Personnel Management
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	2

## Project Description

The USAJOBS team engages with job seekers using Facebook, LinkedIn, Twitter, Google+, and other social media platforms. We've had some really good conversations, helped applicants maneuver the system, and generated site traffic from these sources. But what's the worth? Are we discussing the right topics? Are we doing it at the right time? How should we improve?

Through this project, you'll be partnered with the USAJOBS Data & Analytics Team – a group of analysts, developers, and visualizers using data and graphicacy to assist USAJOBS in delivering better information to Civil Service job seekers. You'll have access to our social media history, site metrics, job announcement archive, and curated socioeconomic data. While we have a number of questions we want to use the data to answer, the right VSFS eIntern will be interested in exploring the data to ask their own questions, reporting on their findings to improve strategy, and working with us to visualize the information.

## Desired Skills Interests

### Skill

Research

Social Media

Data Analysis

Data Science

## **Additional Information**

*None*

## **Language Requirements**

*None*